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BETTER BLOOMING BULBS
HEBERLING'S GLADIOLUS
CORN BELT GROWN

J. H. Heberling

Easton, Illinois, U. S. A.

J. S. Heberling

FALL PRICE LIST --- September 1, 1940
Tulips - Regal Lilies - Gladiolus

Our complete Gladiolus catalog will be out about October 15th. Some varieties are not grown in large quantities and hence suggest early orders. All stock quoted herein is subject to prior sale.

TERMS: CASH with order or C.O.D.

TULIPS

Prepaid Delivery Charges (delivery free)

Tulip prices are higher this season because of the small supply. No Holland tulips can be secured this season and all offerings of tulips will undoubtedly be sold out very early this season. Twenty-five bulbs of the same size and variety may be purchased at 100 rate. Should we be sold out of the large size when ordered we will ship a larger quantity of the No. 2 bulbs unless advised not to do so.

PLANTING

Plant in September, October, or any time before freezing winter weather. They give best results when fall-planted because they are early spring blooming. Tulips will thrive in any good soil. If fertilizer is used do not place touching the bulb. Below the bulb with an inch of soil on top is a good location for your fertilizer. Plant so that bulb is covered with four inches of soil. Tulips will do best where they have sunshine at least half of each day.

SIZES

The large size bulbs called No. 1 are from 11½ to 13 cm. in circumference.

Size 2 bulb are 10½ to 11 cm. in circumference.

The No. 1 bulbs are used mostly for forcing under glass but for outdoor planting you will find the No. 2 bulbs giving excellent results. It is not likely that there will be any difference in the length of the stem or the size of the flower from either No. 1 or No. 2 bulbs grown out-of-doors. Both should make fine flowers.

DARWIN TULIPS

The tall, late varieties that are so much admired. Blooming in this latitude about April 20th, sometimes later. Not all Darwin tulips bloom at exactly the same time. There is a difference in varieties.

COTTAGE TULIPS

These are large, tall tulips, a little earlier than the Darwins.

TRIUMPH TULIPS

Triumphs are a cross between the Darwins and the earlier varieties and are not quite so tall as the Darwins, but have very large flowers and are a little earlier than Darwins.

LILY-FLOWERING TULIPS

Rather late as to blooming time, blooming when the Darwins do, but producing a lily-shaped flower that is very beautiful and attractive.

| | Per Size | Each No. 1 | Each No. 2 | Ten No. 1 | Ten No. 2 | 100 No. 1 | 100 No. 2 |
|---|-------------|---------------|---------------|--------------|--------------|--------------|--------------|
| BARTIGON , Very large striking Darwin of rich crimson scarlet. 24 to 26 inches tall. | \$.10 | \$.08 | \$.80 | \$.60 | \$6.00 | \$4.50 | |
| BARONNE De la TONNAYE Rich rose, margined blush rose. Very large flower and very tall. 28 to 32 inches tall. Darwin. | .10 | .08 | .80 | .60 | 6.00 | 4.50 | |
| CARRARA , a Cottage tulip with large bowl, and of rich creamy white. 24 in. tall. | .12 | .10 | 1.00 | .80 | 7.50 | 6.00 | |
| CLARA BUTT Darwin A beautiful, soft, apple blossom pink. 22 to 24 inches tall. | .10 | .08 | .80 | .60 | 6.00 | 4.50 | |
| FARNCOMBE SANDERS Darwin. A large flower of fiery rose scarlet. 24 inches tall. | .10 | .08 | .80 | .60 | 6.00 | 4.50 | |
| GRENADIER , Cottage. Dazzling orange scarlet. Large flower. A beauty. 21 to 24 inches tall. | .10 | .08 | .80 | .60 | 6.50 | 5.00 | |
| INGLECOMBE YELLOW Darwin. Large, glossy canary yellow. 22 inches tall. | .10 | .08 | .80 | .60 | 6.00 | 4.50 | |
| KANSAS , Triumph. A beautiful white. | .12 | .10 | 1.00 | .80 | 7.00 | 5.25 | |
| KING HAROLD , Darwin. A deep, rich crimson scarlet with satin gloss. Exquisite. | .10 | .08 | .80 | .60 | 6.50 | 5.00 | |
| PROF. RAUWENHOF , Darwin. A very bright cherry rose; blue-starred white base. Outstanding. 28 in. tall. | .10 | .08 | .80 | .60 | 6.50 | 5.00 | |
| PICOTEE , Lily-flowering tulip Creamy-white with rose edge. Lily-like flower. 22 in. | .10 | .08 | .80 | .60 | 6.50 | 5.00 | |
| TELESCOPIUM , Triumph, a rich, violet rose; large flower. 20 inches tall. | .12 | .10 | 1.00 | .80 | 7.00 | 5.25 | |
| U. S. A. , Triumph. Carmine red with gold edge. Very rich. 20 inches tall. | .12 | .10 | 1.00 | .80 | 7.00 | 5.25 | |
| WILLIAM COPELAND , Darwin. A very rich deep lavender. 22 inches tall. | .10 | .08 | .80 | .60 | 6.00 | 4.50 | |
| WILLIAM PITT , Darwin. Very large tulip of deep crimson with blue star on white base 26 inches tall. | .10 | .08 | .80 | .60 | 6.50 | 5.00 | |

REGAL LILIES --- The most popular of all American Lilies.

The most popular of all American Lilies. Large, white and very fragrant. This lily is hardy in most climates including latitude of Illinois and states farther north. The greatest danger of frost is in the spring after they start growth and are up; then, sometimes, a freeze will injure them. This can be avoided by mulching the ground after it freezes in winter. This will delay the early spring growth. Plant smaller bulbs 4 inches deep and larger 6 inches.

PRICES PREPAID. (FREE DELIVERY)

25 at the 100 rate.

Per each 10 100
Size 4-5 in. 10c 80c \$6.00

Per each 10 100
Size 5-6 in. 12c \$1.00 \$8.00

Per each 10 100
Size 6-7 in. 15c \$1.20 \$10.00

[OVER]

WHOLESALE PRICES --- GLADIOLUS BULBS

All Prices Quoted Below are F.O.B. Easton, Illinois

Prices are per 100; 25 or more at 100 rate; 1,000 at eight times the 100 rate; 250 at 1,000 rate.

TEN Bulbs may be purchased of same size and variety for $\frac{1}{8}$ of the 100 rate.

EXTRAS in all orders.

No order accepted for less than \$1.50 from this list.

Terms cash with order or 25% cash and balance C. O. D.

| | Per | No. 1 | No. 2 | No. 3 | No. 4 | No. 5 |
|-------------------|-----|---------|---------|---------|--------|--------|
| ALBATROS | 100 | \$ 2.00 | \$ 1.60 | \$ 1.20 | \$1.00 | \$.80 |
| AMADOR | 100 | 2.40 | 2.00 | 1.60 | 1.20 | 1.00 |
| AVE MARIA | 100 | 2.00 | 1.60 | 1.20 | 1.00 | .80 |
| BAGDAD | 100 | 2.00 | 1.60 | 1.20 | 1.00 | .80 |
| BEACON | 100 | 4.00 | 3.00 | 2.40 | 2.00 | 1.60 |
| BEAUTIFUL OHIO | 100 | 12.00 | 10.00 | 8.00 | 6.00 | 5.00 |
| BETTY NUTHALL | 100 | 2.00 | 1.60 | 1.20 | 1.00 | .80 |
| BILL SOWDEN | 100 | 2.00 | 1.60 | 1.20 | 1.00 | .80 |
| BIT O' HEAVEN | 100 | 4.00 | 3.00 | 2.40 | 2.00 | 1.60 |
| BLEEDING HEART | 100 | 2.00 | 1.60 | 1.20 | 1.00 | |
| BLUE ADMIRAL | 100 | 2.40 | 2.00 | 1.60 | | |
| BLUE DANUBE | 100 | 2.40 | 2.00 | 1.60 | 1.20 | 1.00 |
| BOB WHITE | 100 | 2.00 | 1.60 | 1.20 | 1.00 | .60 |
| BRIGHTSIDE | 100 | 2.40 | 2.00 | 1.60 | 1.20 | 1.00 |
| CADILLAC | 100 | 3.00 | 2.40 | 2.00 | 1.60 | 1.20 |
| CHAS. DICKENS | 100 | 2.00 | 1.60 | 1.20 | 1.00 | .80 |
| CHRISTABEL | 100 | 2.40 | 2.00 | 1.60 | 1.20 | 1.00 |
| Commander Koehl | 100 | 2.40 | 2.00 | 1.60 | 1.20 | .80 |
| CONQUEST | 100 | 6.00 | 5.00 | 4.00 | | |
| CORONATION | 100 | 2.00 | 1.60 | 1.20 | 1.00 | .70 |
| CREVE COUER | 100 | 4.00 | 3.00 | 2.40 | 2.00 | 1.60 |
| DEBONAIR | 100 | 2.00 | 1.60 | 1.20 | 1.00 | .70 |
| DR. F. E. BENNETT | 100 | 2.00 | 1.60 | 1.20 | 1.00 | .70 |
| DREAM 'o BEAUTY | 100 | 2.40 | 2.00 | 1.60 | 1.20 | 1.00 |
| DUNA | 100 | 2.00 | 1.60 | 1.20 | 1.00 | |
| EARLY DAWN | 100 | 1.60 | 1.20 | 1.00 | .70 | .50 |
| EARLY ROSE | 100 | 2.60 | 2.20 | 1.80 | 1.40 | 1.00 |
| EMILE AUBRUN | 100 | 2.00 | 1.60 | 1.20 | 1.00 | .80 |
| EXCELLENCE | 100 | 2.00 | 1.60 | 1.20 | 1.00 | .70 |
| FAIREST PEARL | 100 | 3.00 | 2.40 | 2.00 | 1.60 | 1.20 |
| Flaming Meteor | 100 | 3.00 | 2.40 | 2.00 | 1.60 | 1.20 |
| FRANK J. McCOY | 100 | 2.00 | 1.60 | 1.20 | 1.00 | .80 |
| Gertrude Swenson | 100 | 4.00 | 3.20 | 2.60 | 2.00 | 1.60 |
| GOLDEN CHIMES | 100 | 3.00 | 2.40 | 2.00 | 1.60 | 1.20 |
| GOLDEN CUP | 100 | 2.00 | 1.60 | 1.20 | 1.00 | .70 |
| GOLDEN LANCER | 100 | 2.00 | 1.60 | 1.20 | 1.00 | .70 |
| GRAND SLAM | 100 | 2.40 | 2.00 | 1.60 | 1.20 | 1.00 |
| HINEMOA | 100 | 5.00 | 4.00 | 3.20 | 2.60 | |
| IRAK | 100 | 4.00 | 3.20 | 2.60 | 2.00 | 1.60 |
| JOS. S. BACH | 100 | 3.00 | 2.40 | 2.00 | 1.60 | 1.20 |
| KASSEL | 100 | 3.00 | 2.40 | 2.00 | 1.60 | 1.20 |
| KING ARTHUR | 100 | 2.40 | 2.00 | 1.60 | 1.20 | 1.00 |
| LA FIESTA | 100 | 3.00 | 2.40 | 2.00 | 1.60 | 1.20 |
| LA PALOMA | 100 | 1.60 | 1.20 | 1.00 | .80 | .50 |
| LONDONDERRY | 100 | 2.40 | 2.00 | 1.60 | 1.20 | 1.00 |
| LUCIFER | 100 | 2.40 | 2.00 | 1.60 | 1.20 | 1.00 |
| MAID of ORLEANS | 100 | 1.80 | 1.40 | 1.20 | 1.00 | .70 |

| | Per | No. 1 | No. 2 | No. 3 | No. 4 | No. 5 |
|-------------------|-----|-------|-------|-------|-------|-------|
| Margaret Fulton | 100 | 2.00 | 1.60 | 1.20 | 1.00 | .70 |
| MARMORA | 100 | 2.40 | 2.00 | 1.60 | 1.20 | 1.00 |
| MAROCCO | 100 | 2.00 | 1.60 | 1.20 | 1.00 | .70 |
| MAX REGER | 100 | 3.60 | 3.00 | 2.40 | 2.00 | 1.60 |
| MILDRED LOUISE | 100 | 2.00 | 1.60 | 1.20 | 1.00 | .80 |
| MILFORD | 100 | 3.00 | 2.40 | 2.00 | 1.60 | 1.20 |
| MINUET | 100 | 1.80 | 1.40 | 1.20 | 1.00 | .80 |
| Miss Bloomington | 100 | 2.00 | 1.60 | 1.20 | 1.00 | .80 |
| Miss New Zealand | 100 | 4.00 | 3.20 | 2.60 | 2.00 | 1.60 |
| MOORISH KING | 100 | 5.00 | 4.00 | 3.20 | | |
| Mother Machree | 100 | 2.40 | 2.00 | 1.60 | 1.20 | 1.00 |
| Mrs. E. J. Heaton | 100 | 2.40 | 2.00 | 1.60 | 1.20 | 1.00 |
| Olive Marie Brown | 100 | 2.00 | 1.60 | 1.20 | 1.00 | .70 |
| Orange Butterfly | 100 | 2.00 | 1.60 | 1.20 | 1.00 | .80 |
| OUR SELECTION | 100 | 2.00 | 1.60 | 1.20 | 1.00 | .70 |
| PEGGY LOU | 100 | 10.00 | 8.00 | 6.40 | 5.00 | 4.00 |
| PELEGRINA | 100 | 2.00 | 1.60 | 1.20 | 1.00 | .80 |
| Phyllis McQuiston | 100 | 2.40 | 2.00 | 1.60 | 1.20 | 1.00 |
| PICARDY | 100 | 1.60 | 1.20 | 1.00 | .70 | .50 |
| PIRATE | 100 | 3.00 | 2.40 | 2.00 | 1.60 | 1.20 |
| POLAR ICE | 100 | 2.00 | 1.60 | 1.20 | 1.00 | .80 |
| PRAIRIE GOLD | 100 | 3.00 | 2.40 | 2.00 | 1.60 | 1.20 |
| PURPLE BEAUTY | 100 | 10.00 | 8.00 | 6.40 | 5.00 | |
| Ramsey McDonald | 100 | 6.00 | 5.00 | 4.00 | 3.20 | |
| RECOVERY | 100 | 2.00 | 1.60 | 1.20 | 1.00 | .80 |
| RED LORY | 100 | 2.40 | 2.00 | 1.60 | 1.20 | 1.00 |
| RED PHIPPS | 100 | 2.40 | 2.00 | 1.60 | 1.20 | 1.00 |
| REWI FALLU | 100 | 4.00 | 3.20 | 2.60 | 2.00 | 1.60 |
| ROSALIE (Aus.) | 100 | 10.00 | 8.00 | 6.00 | 4.60 | 3.40 |
| ROSA VAN LIMA | 100 | 10.00 | 8.00 | 6.00 | 4.60 | 3.40 |
| Salbach's Orchid | 100 | 2.00 | 1.60 | 1.20 | 1.00 | |
| SENORITA | 100 | 2.00 | 1.60 | 1.20 | 1.00 | .80 |
| SHIRLEY TEMPLE | 100 | 3.00 | 2.40 | 2.00 | 1.60 | 1.20 |
| Smiling Maestro | 100 | 3.00 | 2.40 | 2.00 | 1.60 | 1.20 |
| SNOWDEN | 100 | 2.40 | 2.00 | 1.60 | 1.20 | 1.00 |
| Southern Cross | 100 | 2.00 | 1.60 | 1.20 | 1.00 | .70 |
| Star of Bethlehem | 100 | 3.00 | 2.40 | 2.00 | 1.60 | 1.20 |
| SYMPHONY | 100 | 2.40 | 2.00 | 1.60 | | |
| SWEETHEART | 100 | 2.00 | 1.60 | 1.20 | 1.00 | .70 |
| TAIAROA | 100 | 3.00 | 2.40 | 2.00 | 1.60 | 1.20 |
| THE MOOR | 100 | 3.00 | 2.40 | 2.00 | 1.60 | 1.20 |
| TIP TOP | 100 | 3.00 | 2.40 | 2.00 | 1.60 | 1.20 |
| TOKEN | 100 | 2.40 | 2.00 | 1.60 | 1.20 | 1.00 |
| TREVONIAN | 100 | 2.60 | 2.00 | 1.60 | 1.20 | 1.00 |
| Vagabond Prince | 100 | 3.00 | 2.40 | 2.00 | 1.60 | 1.20 |
| WASAGA | 100 | 2.00 | 1.60 | 1.20 | 1.00 | .70 |
| WHITE ORCHID | 100 | 2.40 | 2.00 | 1.60 | 1.20 | 1.00 |
| WURTEMBERGIA | 100 | 2.40 | 2.00 | 1.60 | 1.20 | 1.00 |

MASTER MYRON (Our 1939 Introduction)

An immense medium-red self-color. Florets of heavy substance, five to five and one-half inches in diameter. Twenty to twenty-six buds per spike and five to seven open. Makes large spikes from No. 5 or No. 6 bulbs and the greatest commercial red we have ever seen. Spikes from 48 inches to 64 inches in height. We have received much praise from our customers of this variety this season. Will print some of it in our October catalog. This variety has proven better than we promised in our catalog last season. You will all buy it sooner or later.

BULB PRICES

Per -- each -- \$1.00 ten -- \$9.00 100 -- \$80.00

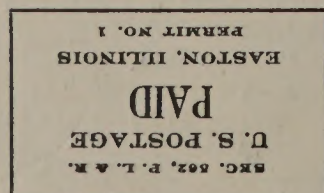
BULBLET PRICES

Per each - \$.10 10 - \$1.00 100 - \$8.00 1000 - \$70.00

All sizes same price. Specify size wanted. If any previous order has not been satisfactory, advise and we will be fair.

ONCE A CUSTOMER OF "J. H." ALWAYS A CUSTOMER.

J. H. HEBERLING, EASTON, ILLINOIS, U. S. A.



Agriculture U. S. Dept.
Fruit & Vegetable Crops &
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Bureau of Plant Industry
Washington, D. C.

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Easton, Illinois, U.S.A.
BETTER BLOOMING BULBS
HEBERLING'S GLADIOLUS
CORN BELT GROWN
REGISTERED